

a wireless communications device configured to receive promotional information and connected to said controller; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller,

wherein said controller automatically outputs said promotional information to said interior display based on said position data indicating that said vehicle is in a predetermined position in relation to said commercial entity.

---

25 29. (Thrice Amended) An in-vehicle promotions system installed in a vehicle, comprising:

an RF receiver configured to receive transmitted promotions information;

a controller connected to said receiver;

a device configured to monitor a position of said vehicle in relation to a commercial entity; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller wherein said controller causes said promotions information to be automatically displayed on said interior display based on an automatically detected position of said vehicle which indicates that the vehicle is in a predetermined position with respect to the commercial entity.

---

41 43. (Thrice Amended) A method of displaying promotions information to a vehicle occupant, comprising:

storing data corresponding to said promotions information in said vehicle;

monitoring a position of said vehicle in relation to a store with which the promotions information is associated; and

automatically displaying said data on an interior display after it is automatically detected by said monitoring step that said vehicle comes within a defined proximity to the store with which said promotions information is associated.

5769 60. (Thrice Amended) A method of distributing promotions information, comprising:  
forming a database of promotions information of at least one store;  
wirelessly distributing data corresponding to said promotions information to a vehicle;  
monitoring a position of said vehicle in relation to a store; and  
automatically displaying on an interior display said data to occupants of said vehicle after it is automatically detected by said monitoring step that said vehicle comes within a defined range of said store.

#### REMARKS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-8, 10-57, and 60-64 are presently active in this case.

In the outstanding Official Action; Claims 1, 3-7, 10-14, 17, 27-29, 37, 38, 43-45, 49-51, 56, 57, 60 and 61 were rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,627, 549 to Park; Claims 2, 8, 15-16, and 30-33 were rejected over Park in view of Official Notice taken by the Examiner; Claims 18-20, 39-42, 46-48, 52, and 64 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Park in view of U.S. Patent No.